








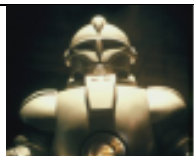
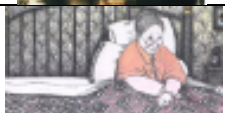




## **VISUAL GRAMMAR ANALYSIS**

<b>The Gaze and Lines (Vectors)</b>	<ul style="list-style-type: none"> <li>- By direction of the gaze, information is given about what is going on between people/objects/animals in the image</li> <li>- By real or implied lines, the viewer is lead to focus on a particular part of the image</li> </ul>	
<b>Lines and Shapes</b>	<ul style="list-style-type: none"> <li>- These help identify what is in the image, directing veiwers eyes into and around the image</li> <li>- Lines and shapes evoke moods and feelings eg. round shapes can indicate 'warmth'</li> </ul>	
<b>Expressions, Body Language</b>	<ul style="list-style-type: none"> <li>- Postures, gesture and facial expressions give information about what people/animals are thinking and feeling</li> </ul>	
<b>Setting</b>	<ul style="list-style-type: none"> <li>- The setting provides information about the character and their situation</li> <li>- The setting can also be symbolic eg. a harsh, dry environment will evoke different feelings in the viewer as oppose to a soft green country setting</li> </ul>	
<b>Demand and Offer</b>	<ul style="list-style-type: none"> <li>- This refers to types of gaze</li> <li>- Looking directly at the viewer and making eye contact is called demand. The character or participant is demanding something from the viewer</li> <li>- Looking away from the viewer and not making eye contact is called an offer</li> </ul>	
<b>Camera Angles</b>	<ul style="list-style-type: none"> <li>- Positioning the camera to get certain effects</li> <li>- Eye level- viewerand the people are represented as equal</li> <li>- Low camera angle- people/objects appear to have power, dominating the viewer</li> <li>- High Camera angle-allows the viewer to have the power</li> </ul>	
<b>Camera Distance</b>	<ul style="list-style-type: none"> <li>- Long shot- a long shot shows the whole person/aspect of image as part of the landscape. This is a public distance shot</li> <li>- Medium shot- cuts people of at the waist and allows the viewer to see people's expression. It is a social type of distance</li> <li>- Close up- shows a person's head and sometimes shoulders, or a very close up image of an object/animal. This kind of shot focuses the viewer's attention on what is occuring in the image, how they are feeling, what is being said. The close up is an intimate shot</li> </ul>	
<b>Colour:</b>	<ul style="list-style-type: none"> <li>- Using colour and effects of this allows the image to evoke different moods and feelings. Eg light shades- happy feelings; dark shades- mystery</li> </ul>	
<b>Modality</b>	<ul style="list-style-type: none"> <li>- Codes of realism</li> <li>- Is the image realistic, cartoon, ect.</li> <li>- Influenced and enhanced the meaning of the image.</li> </ul>	
<b>Lighting</b>	<ul style="list-style-type: none"> <li>- Light and/or shade in an image create mood</li> <li>- Shadows can be used to enhance the atmosphere</li> </ul>	
<b>Positioning (composition)</b>	<ul style="list-style-type: none"> <li>- When looking at the composition of a picture, we think about how the people/animals/objects are positioned in relationship to one another, and what is symbolic of this positioning</li> <li>- This provides information about the characters in the image- about how they might feel towards one another</li> </ul>	
<b>Juxtaposition</b>	<ul style="list-style-type: none"> <li>- This is the placing of two or more people and things ect. side by side or close together</li> <li>- Creating meaning and providing hidden information about an image without using words</li> </ul>	
<b>Framing</b>	<ul style="list-style-type: none"> <li>- Framing is used to include or omit certain things, allowing the view to develop a point of view</li> <li>- Framing directs viewers to a particular part on an image and can create dominance</li> <li>- Framing can also 'isolate', making a person or object feel lonely or trapped</li> </ul>	
<b>Dominance (salience)</b>	<ul style="list-style-type: none"> <li>- Dominance is when a character of animal or object captures our attention, for it holds our eye because it is the centre of what is happening</li> <li>- It may be larger than the other aspects of the image, so is dominating</li> </ul>	